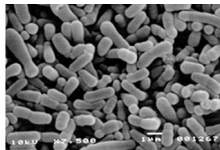


Dannon Probiotics Center

Digestible information on healthy bacteria



What's Your Strain? *Understanding the Different Types of "Friendly" Bacteria or Probiotic Strains*

Probiotics are live cultures or "friendly" bacteria that, when consumed in sufficient quantities, give health benefits beyond basic nutrition. Different strains of probiotics are known to provide different benefits. More information about these "friendly" bacteria is found below.

What's in Your Body? There are several trillion "friendly" bacteria in and on the human body, comprising of over 500 species in the average human gastrointestinal tract. There are about ten times more bacteria in the intestinal tract than cells in the entire body.

The Good, The Bad and The Ugly: Some bacteria can cause distress and even disease, but most bacteria are not harmful. In fact, some bacteria are beneficial and important for normal growth and development. Under normal circumstances, the healthy bacteria far outnumber the bad, but a significant shift in the balance between them may affect how well the gastrointestinal tract functions.

It's All About the Strain: Benefits of probiotics vary, depending on the strain of probiotic bacteria used, the activity of the strain, the quantity consumed and how they are delivered. The benefits of each strain should be proven through appropriate clinical studies.

Well-Known Probiotic Strains: Not all probiotics are the same, as there are different genera. In fact, a number of different species exist within each genus and there are also several strains within each species. Different strains from the same genera can be as different as a German shepherd and a Chihuahua.

Two main genera categories of probiotic bacteria are *Lactobacillus* and *Bifidobacterium*. Examples of these bacteria and different strain benefits are highlighted below.

- **Bifidobacterium:** Some species of this genus survive through the digestive tract, arriving in the colon as a living culture. Once there, depending on the specific strain, it may play a beneficial role in the intestinal ecosystem.

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- ***Bifidobacterium animalis DN-173 010*** (The strain DN-173 010 can also be found in products under the name *Bifidus Regularis*TM): This strain of *Bifidobacterium* is a proprietary probiotic culture of food origin. The probiotic product containing this strain can help regulate the digestive system by helping with slow intestinal transit.
- ***Bifidobacterium lactis HN019***: Studies have shown that consumption of this strain helps modulate some aspects of the immune system in older adults.
- ***Lactobacillus***: Some species of this genus are able to survive the digestive process to reach the gut.
 - ***Lactobacillus casei DN-114 001*** (This strain can also be found in products under the name *L. casei Immunitas*TM): Multiple clinical studies have proven that the probiotic product containing this strain can help strengthen the body's defenses.
 - ***Lactobacillus casei YIT9029*** (This strain can also be found in products under the name *L. casei Shiota*): The probiotic product containing this strain help maintain a healthy balance of the gut microflora.

To learn more about probiotics, visit www.ProbioticsCenter.com or contact Beth Heller at beth.heller@edelman.com or 212.704.8161.

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